



NEWS RELEASE

Gap Inc. Debuts Cross-Brand Content Creator and Social Media Advocacy Program

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Creators can now earn commission and engage with Gap Inc.'s iconic brands – Old Navy, Gap, Banana Republic and Athleta – like never before

SAN FRANCISCO, Oct. 8, 2025 /PRNewswire/ -- **Gap Inc.** (NYSE: GAP) today announced the debut of its new creator affiliate and advocacy platform, marking the next step in the company's digital-first strategy and brand reinvigoration journey.

For decades, Gap Inc.'s brands have built a legacy of storytelling that connects fashion with culture, inspiring generations through campaigns that go beyond style to spark conversation and community. Most recently, "Better in Denim" became Gap's most successful social media campaign to date, driving a record 600+ million views and 8+ billion impressions in just one month. This success demonstrates the power of Fashiontainment™, Gap Inc.'s signature blend of fashion and entertainment that resonates deeply with today's creators and audiences alike. Building on this momentum, the company's new creator affiliate program extends the reach of Fashiontainment™, ensuring Gap Inc.'s brands remain at the forefront of cultural conversation.

Unlike transactional affiliate programs, Gap Inc.'s new social media advocacy platform is a centralized hub for creators to engage deeply across Old Navy, Gap, Banana Republic, and Athleta. Modeled to create community, it will offer early access to new releases, product seeding, and exclusive promos, as well as content collaboration opportunities and the ability for creators and their content to be amplified across paid, social, and brand-owned channels. To stay connected, the program will also include newsletters and creator spotlights. This reimagined approach to advocacy reflects Gap Inc.'s commitment to providing creators with both flexibility and meaningful opportunities to engage with its brands, shaping culture together.

"Gap Inc.'s affiliate program model emphasizes scaled community advocacy and authentic brand engagement. By balancing creator convenience and empowerment with rich brand storytelling, this new program will position us to build closer relationships with creators, amplify their content across all our channels, and leverage data-driven insights to deliver greater impact at scale," said Damon Berger, Head of Digital Engagement at Gap Inc.

Gap Inc.'s creator affiliate and advocacy program will initially accept applications from U.S.-based creators, 18 years or older, with at least 1,000 followers on a single platform. The company plans to expand internationally in future phases. Interested creators can apply today by visiting <https://gapinc-connect.creatoriq.com/connect/#welcome>. Selected creators and influencers will be able to immediately engage with commission-earning affiliate programs and product gifting campaigns across Gap Inc.'s brands.

Gap Inc. recently announced plans to expand its brands' assortment of accessories and launch new branded beauty products across its portfolio. Just ahead of the holiday selling season, a new collection of Zac Posen's GapStudio debuted at Gap stores and online, and Old Navy shared plans for its first fashion collaboration, tapping iconic American designer Anna Sui to reimagine some of the brand's most popular styles.

About Gap Inc.

Gap Inc., a purpose-driven house of iconic brands, is the largest specialty apparel company in America. Its **Old Navy**, **Gap**, **Banana Republic**, and **Athleta** brands offer clothing, accessories, and lifestyle products for men, women, and children worldwide through company-operated and franchise stores, and e-commerce sites. Since 1969, Gap Inc. has created products and experiences that shape culture while doing right by employees, communities, and the planet through its commitment to bridging gaps for a better world. For more information, please visit www.gapinc.com.

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